



TBID MISSION – To generate room nights for lodging facilities in the city of Billings by effectively marketing our region as a preferred travel destination.

BILLINGS TOURISM BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS
MEETING AGENDA
April 14, 2022 | 8:30 a.m.
BILLINGS CHAMBER OF COMMERCE BOARDROOM
815 SOUTH 27TH STREET

*Other than the meeting start time, any time listed is approximate and agenda items may be rearranged.
Action may be taken on any item listed on the agenda.

- I. Call to Order – G. Maragos, Chairman 8:30
II. Public Comment – Comments offered regarding items not included on the agenda (three-minute limit/person)
III. Partner Update 8:33
a) Billings Chamber of Commerce Update: Toby O’Rourke, Chamber BOD Liaison
b) SBURA Sports Facility Update: Ron Spence, CORE Committee Member
IV. Approval of March 2022 Board Meeting Minutes – G. Maragos (Pg. 2-3) ACTION
V. Approval of March 2022 Financial & Variance Reports – M. Stevenson (Pgs. 4-5) ACTION
VI. New Business 8:45
a) Billings Brew Trail – The App – L. Ashmore/A. Eggart
b) Visit Billings Warm Season Grant Cycle Info – L. Ashmore
c) Montana Travel Association Update – S. Wahrlich/R. Spence
VII. Old Business 9:15
a) FY22 Leisure Marketing Insights – A. Eggart
i. Minneapolis Campaign Takeover and PR Event Follow Up with Visit Southeast Montana
b) Certified Autism Center and Certified Autism Destination Updates – A. Tyson
c) Zartico Insights – A. Tyson
d) Montana Governor’s Conference on Tourism and Recreation – A. Tyson
VIII. Board Comments – G. Maragos/All 9:45
IX. Adjournment – G. Maragos 10:00



**TBID BOARD OF DIRECTORS
MEETING MINUTES
MARCH 10, 2022**

Board Members Present: Ron Spence, Joe Studiner, Steve Wahrlich, George Maragos, Lori Walker, Shelli Mann

Board Members Absent: Jeff Schoenhard

Staff Present: Alex Tyson, Aly Eggart, John Brewer, Megan Stevenson, Luke Ashmore

Others Present: Officers Seth Foster and Grant Morrison, BPD; Tim Goodridge and Cody Reitz, MetraPark; Jordan Clayton and Becky Meidinger, Townplace Suites; Rick Hamilton, The NILE

Call to Order:

George called the meeting to order at 8:30am.

Public Comments:

Officer Foster discussed current trends relating to crime at hotel properties. He and Officer Morrison provided information for reporting suspicious activity and provided best practices for these situations.

Partner Update(s):

Billings Chamber: John provided an update on Billings Chamber office plans and when the building committee is expected to have decisions made. He also provided details and an invitation to the upcoming Chamber breakfast.

SBURA Sports Facility: Ron provided an update on conversations surrounding the SBURA sports facility.

Approval of Board Minutes:

Request for a Motion to approve the February meeting minutes.

MOTION: Steve motioned to approve; Ron seconded. Motion carried.

Approval of Financial & Variance Reports:

Request for a Motion to approve the financial & variance reports.

MOTION: Ron motioned to approve; Joe seconded. Motion carried.

Request for a Motion to move \$45,000 in assessment income over budget to Board Approved Reserve Account.

MOTION: Steve motioned to approve; Joe seconded. Motion carried.

New Business:

2024 MHSA Bids/Capital Improvement Program Fund Coverage: Tim and Cody thanked the board for their involvement, discussed 2024 MHSA bids, and answered questions about MetraPark operations pertaining to upcoming events.

MOTION: Steve motioned to approve CIP coverage (\$15,500 for state basketball, \$17,500 for state wrestling); Ron seconded. Motion carried.

FY23 Preparations:

TBID Budget & Priorities: Alex and Megan presented projections for FY23 including information on FY23 revenue and how data from FY19 shaped forecasts. Board discussions regarding assessments, strategies, and budgets took place. Alex presented strategic priorities for the upcoming fiscal year, and she discussed how ongoing strategic planning work with contracted consultants will also shape and impact priorities for FY23 upon completion of the Visit Billings Strategic Plan in late summer or early fall of 2022.

MOTION: Steve motioned to approve the FY23 budget; Lori seconded. Motion carried.

MOTION: Shelli motioned to approve FY23 strategic priorities; Steve seconded. Motion carried.

Old Business:

BIL: Final Graphics: Luke provided a look at vinyl graphics for the upcoming airport terminal install.



FY22 Leisure Marketing Insights & Minneapolis Takeover: Aly presented an overview and takeaways from FY22 leisure marketing strategies. She also provided information on the upcoming Minneapolis Campaign Takeover in partnership with Visit Southeast Montana with details surrounding the event and creative.

Yellowstone International Air Show Update: Alex updated the board on plans for the Yellowstone International Air Show, and she noted ongoing preparation for the event is moving along nicely with strong leadership.

Guest: Rick Hamilton (NILE):

Rick opened discussion with the board with details about the NILE Stock Show and Rodeo's current operations and challenges with event space.

Board Comments:

Shelli commented on the upcoming Governor's Conference and how the city of Billings can successfully welcome this event and industry peers.

Adjournment: Steve motioned to adjourn; Lori seconded.

Meeting adjourned at 10:30am.

Submitted by L. Ashmore.